

## Carlo Alberto Demichelis

PARTNER | MILAN

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Carlo Alberto is a partner in the Intellectual Property and Technology team in Italy and is the head of brand protection and IP advisory in Italy.

He is recognised as one of the leading Italian lawyers to the luxury brands sector, including fashion, sports cars and food. He has previously headed the Italian IP teams of a large international law firm and a leading IP filing & prosecution firm.

Carlo Alberto is the vice-president and member of the Board of Directors of Indicam (Centromarca institute for the fight against counterfeiting) and of the IP Rights in a Digital World and Statistics and Economics working groups of the Observatory of the European Union Office for intellectual property (EUIPO). Carlo Alberto is also an expert for Italy at the Union Des Fabricants.

His main areas of activity are strategic consultancy in the IP field, the management of anti-counterfeiting at an Italian and global level, as well as IP litigation. Over the past two decades, he has been the main point of contact for major Italian and foreign companies operating in various sectors: from fashion to design, from automotive to food & beverages, from eyewear to next generation tobacco products, from cryptocurrencies to NFTs.

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## Education

Università di Torino, Master of Law

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## Languages

English  
French  
Italian

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## Memberships

Milan bar  
Indicam  
UNIFAB

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## Key dates

Year joined: 2022  
Year became partner: 2022

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